

# WHRB

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HARVARD RADIO BROADCASTING CO., Inc.

SIXTEEN DUNSTER ST. • CAMBRIDGE 38, MASSACHUSETTS

ELIOT 4-8177

Marilyn Moss  
WCSR  
10 $\frac{1}{2}$  Prospect Street  
Northampton, Mass.

Dear Marilyn,

Our regular Saturday Afternoon and Evening show, "Music for the Asking" is now run on a participation spot basis. Seeing that we have many contractual agreements already for the eighteenth it would be inadvisable for us to give you those hours of radio time. We would like you to start broadcasting at Eight O'clock in the evening and run until 10 or 11.

I was on the whole very pleased with your program schedule only I would suggest you omit the quiz program as we ~~have~~ had very little luck with that type of broadcast over this air.

Please write and tell me if you can go till eleven. Other than that I can't think of any difficulties that should arise. You can, of course, come down ~~at~~ during the afternoon and I can assure you we will do our best to familiarize you with the station and its operations.

We'll see you on the eighteenth.

*Burton Malkiel*

Burton Malkiel  
Operations Manager  
WHRB



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HARVARD RADIO BROADCASTING CO.

SYSTEMS ENGINEERING DEPARTMENT

100 CHURCH STREET, CAMBRIDGE, MASS.

TELEPHONE 452-1234

WHRB is a member of the National Association of Broadcasters

and is licensed by the Federal Communications Commission

under license number 1-123456789

Our station is located at 100 Church Street, Cambridge, Mass.

and is licensed to broadcast on the frequency of 100.1 MHz

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